

**GOVERNMENT OF INDIA
DRINKING WATER AND SANITATION
LOK SABHA**

UNSTARRED QUESTION NO:3179

ANSWERED ON:03.08.2017

Awareness Programme on Drinking Water and Sanitation

Mondal Shri Sunil Kumar

Will the Minister of DRINKING WATER AND SANITATION be pleased to state:

- (a) Whether government proposes to implement the existing awareness schemes/programme more effectively then before so that the people can understand the importance of drinking water along with the schemes of sanitation
- (b) If so, the details thereof:
- (c) if not, the reasons therefor:
- (d) Whether the government proposes to launch any new awareness scheme/programme in this regard: and
- (e) If so, the details thereof?

Answer

MINISTER OF STATE FOR DRINKING WATER AND SANITATION
(SHRI RAMESH CHANDAPPA JIGAJINAGI)

- (a) Yes.
- (b) (I) A recent awareness campaign, Bachchanji and Bachchaji" was focused on not to defecate in open and incentives provided by the government. That campaign has now been replaced by "Darwaza Band" campaign, which stresses upon the usage of toilets and shutting the door on diseases caused by open defecation. This awareness campaign is presently going on using following media vehicles:-
 - (i) Doordarshan and its regional channels
 - (ii) All India Radio
 - (iii) Private TVs and Radios
- (II) Outdoor component of this campaign is being launched countrywide.
- (III) Arsenic and Fluoride awareness campaigns of National Rural Drinking Water is running on Doordarshan.
- (c) Not applicable.
- (d) Yes.
- (e) Government is planning to launch awareness programmes on promotion of twin pit toilet technology and Water Conservation.